



CALL FOR PAPERS

**2011 World Marketing Congress
Reims, Champagne, France
July 19-23, 2011**

Conference Theme – The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World

**Conference Program Co-Chairs:
Barry J. Babin, Louisiana Tech University, USA
Adilson Borges, Reims Management School, France**

The customer orientation paradigm of the traditional marketing concept has pointed to the importance of for-profit and not-for-profit organizations becoming “customer-centric.” The natural result for such organizations would be better value creation and increased firm “profit” performance. Is this always the best approach in smooth and turbulent economic times? Are there times when being less-customer centric can produce better outcomes for the firm and for the consumer? The economic challenges we currently face in much of the world have led some scholars and practitioners to question the validity of a number of accepted business practices and theory including the traditional parts of the marketing concept. We invite scholars across all of the disciplines within marketing to submit their theoretical constructs and/or research results or ideas for special sessions that have direct or tangential connection to the conference theme. Furthermore the congress provides a forum for discussing pertinent, emerging concerns in marketing not directly related to the theme. Other theory, research results and special sessions across the broad spectrum of our discipline as indicated by the many tracks included in this congress are also of interest and we encourage your submissions.

The venue of the conference is at the *Reims Management School*, in Reims, France. Reims is located *in the heart of the Champagne region* and it is about 81 miles east Paris - *only 30 minutes* from the CDG international airport by the fast train (TGV). Reims played a central role in French monarchical history as the traditional site of the crowning of the kings of France. The Notre-Dame de Reims Cathedral and the Saint Remi Basilica are some of the great historical sites that remind the world of this historical period and the origins of France itself. Beyond the history of France and Europe, Reims will delight you with its many Champaign houses, culinary establishments, galleries and points of interest.

To participate, submit competitive papers or special session proposals [electronically using the conference management system](#) to the appropriate track chair listed below. ***Important Note: It is against AMS policy to submit the same paper or special session proposal to multiple tracks.*** We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.

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Excellence in Marketing Education and Innovative Teaching

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Distribution and Supply Chain Management

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Market-Based Learning and Competitive Advantage

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[Farmers Markets, Street Vending, and other \(Non\)Traditional Forms of Retailing](#)

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Submission Guidelines

If you have questions about the appropriateness of a submission, please contact a relevant track chair. In the case of track co-chairs, the authors may communicate with either or both of the track chairs regarding a submission.

All research papers and special session proposals are to be submitted using the on-line submission process. If you already logged into the online submission process, you may follow this link to the [conference management login](#). Otherwise, visit the [conference home page](#) on the [AMS](#) web-site for more information and instructions on getting started. Research papers can be submitted as full manuscripts or as structured abstracts.

Manuscripts should follow the *Journal of the Academy of Marketing Science* style guidelines (found at <http://www.jams.org>). Papers **should not exceed 20 double-spaced pages** (Times New Roman or Calibri 12 pt font) in total length including all exhibits and references. The manuscript itself should be saved as a pdf document. Be sure to include the title of the paper, names and affiliations of each author, and **complete contact information** for the corresponding author (surface mail address, e-mail address, fax, and phone number). With the conference management system, this information and the abstract are entered separately from the manuscript. **Important note: It is against AMS policy to submit the same paper or special session proposal to multiple tracks.** Manuscripts will be double blind reviewed. Please do not identify authors in the paper beyond the cover page. Please see the conference home page for more information.

If you are intending to publish an abstract only, you may submit your work as a structured abstract. The structured abstract can be submitted in the same manner as a full manuscript, but it should follow this specific format shown in this [example](#). The maximum length is 4 pages or 2500 words in total, whichever is shortest. The abstract should include references and include major headings for the Introduction, Methodology, Results, and Conclusions and Implications for Theory and Practice.

If you would like to make a submission for a poster session, please indicate your intention to the respective track chair.

Upon acceptance, the author agrees to: (a) release the copyright to the Academy of Marketing Science unless choosing to publish only a one-page abstract; (b) return the manuscript in correct format in a timely fashion to the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. The page limit for published papers is five single-spaced pages. Longer papers (up to 10 pages) will be allowed at the rate of US\$50 per page or fraction thereof over the limit of five pages. Authors of accepted research submissions can choose to publish a one-page abstract in the Proceedings. Any accepted manuscripts not presented at the conference **will not be published** in the AMS Proceedings. It is ultimately the **author's responsibility** to see that any paper accepted for publication is provided to the Proceedings Editor and appropriate track chair on time and in the proper format. All manuscripts accepted for publication must be submitted to the Proceedings Editor electronically via e-mail, formatted according to the 2011 *WMC Proceedings* style guidelines (which will be supplied to you upon acceptance), by the Proceedings deadline. Membership in AMS for all authors not attending also is encouraged and appreciated.

Special session/panel proposals can be submitted by e-mail as attached "word.doc" files to the special session track chair. Proposals should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Special session/panel proposals will be reviewed, and those rated as highest quality and most in keeping with the conference theme will be accepted for presentation. The program team welcomes all ideas for presentations, workshops or other sessions that may be of interest to the AMS Fellows. Leyland Pitt is organizing special sessions, however, if your idea ties closely to one of the subject area tracks, you may work through that area. Please contact an appropriate program manager with your ideas.

AMS Web Site: www.ams-web.org

Submission Deadline: October 18, 2010

Full Track Descriptions for the 15th WMC

Business-to-Business Marketing

This track invites papers and special session proposals focusing on a wide variety of theory, practice, and methods relevant to business-to-business marketing, but especially those related to the conference theme of the customer not always being right. For example, having a proactive customer orientation may mean suppliers see where customers are headed even before customers do. Some customer buying center members may not have a full picture of what their organization values or some customer organizations may not know what is truly best for them. Be creative but be theoretically grounded, methodologically rigorous, and practically relevant and global/international if relevant. Topics that might spur interest may include but are not limited to business buyer behavior, business-to-business account management/selling, business-to-business branding, unique challenges of integrated marketing communications for business markets, demand and supply integration, and globalization issues in business-to-business marketing that may include organizational, national and regional culture, contractual arrangement, pricing, and language issues. Rigorous qualitative, quantitative and mixed method approaches are all of interest.

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Consumer Behavior

This track welcomes competitive paper submissions reporting theoretical, conceptual or empirical research results related to B2C buying, consumption meaning, the consumption process, consumer decision making, historical perspectives on consumption and other matters related to the way consumers derive value from consumption. Research can be quantitative or qualitative and authors are encouraged to push the envelope in developing creative ideas for marketing to the world's consumers of today.

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Customer Value Co-creation and Customer Value

This track welcomes both conceptual and empirical papers that provide critical insight into the area regarding customer's important role in product and service delivery process. We strongly encourage works related to newly emerging theory and its application that covers a broad range of customer co-creation behaviors in different transaction contexts. Examples of topics appropriate for this track include, but are not limited to:

- service design and customer co-creation
- customers' experiences and emotional responses during the production and creation process
- technologies that encourage customer to coproduce the outcome
- the impact of firm's strategy on customer participation
- cross-cultural customer co-creation behaviors
- perceived value and customer feedback and the potential advantages and disadvantages of customer involvement to firm

Consistent with this year's theme, special sessions and papers exploring the topic of "The Customer is NOT Always Right: Where does the Marketing Concept Go?" will be given particular consideration.

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Electronic and Interactive Marketing

When do consumers benefit from new electronic technologies? When do marketers benefit from new electronic technologies? This track focuses on electronic technologies used in the exchange and consumption processes. As such, it focuses not only on how marketers adopt technologies to better sell to, advertise to, and collect information about consumers with, but also on the way consumers adopt technologies and extract value from their use. Topics include the automation of marketing and consumer practices using technological innovations, the implications for increasing reliance on technology to perform marketing functions, the adoption of technological innovations by marketers and consumers, the use of technology in marketing research and other research topics that have implications for electronic and interactive marketing.

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Entrepreneurship and Small Business

Conceptual and empirical articles are invited that examine entrepreneurship and/or small business management. Both articles dealing with marketing-related issues and other aspects of entrepreneurship will be considered in this track. Research may consider unique aspects of small business marketing and in particular, marketing and management in family run businesses. In addition, we welcome articles on social entrepreneurship and proposals for special sessions directly related to entrepreneurship or small business issues.

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Emotions in Marketing

This track focuses on emotional experiences in marketing contexts. Research that considers how specific emotions, such as guilt, anger, remorse, and disappointment, are elicited and/or how specific emotions affect cognitions, decisions, and behavior is encouraged. Research addressing how mood or affect uniquely influences cognitions and behavior are also suited for this track. A variety of marketing contexts will be considered, such as consumer behavior, branding, services, marketing strategy, sales and sales management, B2B/relationship marketing, social marketing, public policy, health care settings, sports marketing, marketing education, shopping, and cross cultural. Both conceptual and empirical works are welcome; qualitative, quantitative, and mixed-method research approaches are also welcome.

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Environmental Issues in Marketing

All research topics related to marketing and the environment are welcome. The papers can be theoretical essays, reports of empirical studies or literature reviews. The sensitivity of marketers and consumers to environmental dynamics are of interest to the WMC.

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Excellence in Marketing Education and Innovative Teaching

This track invites marketing educators (i.e. lecturers, clinicians, instructors) and/or practicing marketing managers to submit a 400 word extended abstract of the presentation that addresses topics related to the delegate's own pedagogical and professional marketing experiences gained: (i) in higher education institutions (e.g. teaching and learning), or (ii) from industry and business insights (e.g. examples and illustrations). Challenging, thought-provoking and debatable topics are welcome that nurture and stimulate the intellectual exchange of ideas and thoughts from an applied perspective of marketing. Case studies illustrating topical marketing issues are also welcome and have the potential to generate ideas for further research. The overall goal is to develop our skills at better transferring knowledge through improved lecturing and academic leadership. The track offers an arena to present ideas of teaching and professional topics. The extended abstract should clearly outline: (i) objective(s), (ii) argument(s), (iii) implication(s), (iv) conclusion(s), and (v) the value – of the proposed topic to be presented. This track offers the opportunity for marketing educators (i.e. non-researchers) to enjoy the benefits commonly experienced during the conference of: (i) international networking, (ii) friendly and welcoming atmosphere, and (iii) research excellence. Note that there are a limited number of proposals that may be accepted for this track.

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Global Marketing

The track seeks competitive papers and special session proposals on a broad range of global marketing issues. Topics include, but are not limited to, the following: global branding, internationalization and market selection, international marketing strategies, customer segmentation practices, standardization/adaptation of the marketing mix across national markets, the effect of cultural values on marketing and vice-versa, import and export, joint ventures and alliances, product-country image and region and country of origin effects. Does the marketing concept work equally well around the world? Are customers around the world equally right? Help us address these questions at the WMC.

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Cross-Cultural Research

How is the marketing concept understood across cultures? Do common languages unite or separate research techniques and results? Where established cultures meet, are new cultures formed? Submit papers to these and other provocative questions knowing preferences will be given to inter-country over intra-country studies. Topics may include (but not limited to): consumer behavior, comparative marketing (e.g., advertising, organizational buyer behavior, services), methodological issues, best practices for qualitative / quantitative research. Conceptual and empirical works are welcome, as are qualitative, quantitative, and mixed-method approaches.

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Marketing and the Law

This track invites papers and special session proposals addressing the intersection of business and legal studies. We welcome management/marketing research within the legal profession as well as legal research concerning the field of marketing. Topics include, but are not limited to relationships between law firms and clients; the future of law firms; stratification in the market of legal services; make or buy decisions; new business models for the legal industry; globalization in the legal industry; buying behavior of international clients. Conceptual as well as empirical works are welcome, as are papers involving practitioners. Papers with direct implications for the legal profession are also encouraged.

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Health and Health Issues in Marketing

Health issues are growing interest for both companies and public organizations. The raise of public health risk and the new opportunities generated by health issues enlarge the traditional scope of health marketing. Indeed, consumer empowerment and health market deregulation have dramatically changed the way to practice marketing and bring new research avenues. This track invites research that highlights the challenges faced by organisation that deals with health issues.

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Innovation and Creativity

This track invites conceptual and empirical papers and workshop proposals that focus on innovation and creativity as antecedents of marketing and/or consumer-related behavior or antecedents of creativity and innovation in a marketing or consumer-related context. This could be at the firm level of analysis in terms of nascent, new, or existing ventures or at the individual behavior level.

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Integrated Marketing Communications

This track invites competitive papers and special session proposals that focus on integrated marketing communications. Topics of interest include, but are not limited to: advertising, sales promotion, direct marketing, new media, social networking, public relations and publicity, sponsorship, packaging, and related areas. Papers that consider the crossover of multiple elements of the IMC, especially with new media, are encouraged.

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Marketing Ethics, Corporate Governance, and Leadership

Theoretical papers dealing with ethical issues are particular encouraged. Original empirical research or review papers also are welcomed. Suggested topics for papers include the following: stakeholder implications for aggressive or poor marketing, covert marketing tactics, product placement and its ethical issues, the role of ethics in organizational work environments, social responsibility and organizational performance, the role of perceived ethical behavior on consumer affect or cognition, general regulatory issues and the effects of regulation, ethics of pricing, legal/regulatory issues regarding database usage, corporate prioritization, product liability, privacy, internet issues, cross-cultural ethics, and more. Contact the track chair for more information.

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Marketing Research Methods

This track seeks papers and special session proposals across a wide range of topics including both theoretical/conceptual and empirical research. Submissions related to all aspects of market research methods including research design, scale development and validation, sampling, data collection, analysis, interpretation and reporting are welcome. New methodologies or techniques which bridge the gap between practitioner use and academic inquiry are especially encouraged such as CRM systems, relational databases, scanner data and eye tracking software to name a few.

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Marketing Strategy

This track seeks papers and special session proposals on a wide range of marketing strategy topics that address the development, implementation, or assessment of marketing strategy. Conceptual or empirical papers or special sessions that focus on marketing strategy issues associated with sustainability, strategy and the environment, and/or innovation are especially encouraged. In addition, papers that focus on historical interpretations of the marketing concept are particularly encouraged.

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Product and Branding Strategies

This track invites papers and special session proposals that address a wide range of issues related to global product and brand management. Manuscripts appropriate for this track may include, but are not limited to, those addressing issues in the areas of brand equity, brand evaluation and consumer choice, brand awareness/ preferences, product management process, product positioning, product/brand performance, brand value chain, brand extension, product innovation & technology management and cross cultural issue in product management.

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Pricing and Price-Related Issues

Empirical papers on price and price-related issues, both qualitative and quantitative, are welcome. Suggested topics include customer driven pricing strategies, consumer behavior and/or channel member price behavior, brand and price issues, nonprofit pricing issues, internet pricing, innovation and pricing, and environmental and sustainable product and/or service pricing among many other topics.

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Sports Marketing

This track invites conceptual and empirical manuscripts and special session proposals addressing a wide selection of sport marketing issues. Potential topics include, but are not limited to, sports marketing and administration, the role of sponsorship in sport management, line management accountability and sport image, publicity and marketing communications, the influence and role of the media in building celebrity brands, celebrity brands and consumer emotions in sport, sport and counterfeit brands, events marketing, international brand management and consumer power in sport, sport and government, sport ethics, globalisation and sport tourism, the Olympics and the commercial aspects of sport.

In keeping with the conference theme, we invite papers which explore whether or not consumerism has led to the over use of marketing in sport. Papers which develop new theory and issues with regard to sport consumer psychology, dysfunctional behaviour, and counterfeit branding are particularly welcome.

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Relationship Marketing

This track invites conceptual and empirical papers relevant to relationship marketing (RM). Topics include, but are not limited to: theoretical and methodological issues in RM; drivers of RM; customer loyalty programs; privacy, ethics, customer value metrics, measurement of impact, technology, data management, organization culture and cross cultural issues relating to RM. Theoretical papers, reviews and historical perspectives are also welcome.

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Retailing

Major retail companies (Wal-Mart, Carrefour, Tesco, Aldi, ...) are becoming global and working on brand equity with new Internet uses and branding policies. Meanwhile retail formats are questioned by consumers and marketers alike. Retailers should reconsider ways to attract customers with tools including retail brands, websites, social networks, retailtainment. All are key elements worth revisiting in retailing research and make excellent topics for the WMC. In addition, ways that retailers either shun or practice consumer orientation are particularly welcome.

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Insurance and Bank Marketing

Bank and Insurance industry is under profound changes after the financial crises. How the market concept can help these companies to recruit new customers and manage relationship? This track is looking for conceptual and empirical papers relevant to marketing in Insurance and Banking Industry. Papers dealing with the central issue of marketing orientation and the challenges that the marketing concept is facing in this industry are very welcomed.

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Selling and Sales Management

Salespeople are compensated based on sales volume, profitability and customer retention. Salespeople often have to refuse some customer demands if it hurts firm's interests and lose sales. They may also selectively go after meeting needs of only the most profitable customers. Should the salespeople be made to meet all customer demands and needs of all customers? Are they abandoning the marketing concept by selectively meeting and serving the demands of some customers and not all customers. This track welcomes all papers on these topics and provides an excellent opportunity for authors to contribute to the conference.

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Services Marketing

This track invites papers and special session proposals covering a wide spectrum of service marketing and management issues in public and private sectors. Interdisciplinary papers are highly encouraged and topics of interest include, but are not limited to, customer / service employee interactions, co production and co creation, educating customers, service transition of industrial companies, financial implications of marketing strategies, CRM, service recovery, customer loyalty, innovations and technology in service settings, customer-to-customer influence in service experience, assessment and/or improvement of service quality and customer satisfaction. Conceptual, qualitative and quantitative papers are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged.

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Advertising Communication

This track invites papers and special session proposals focusing on behavioral, strategic, social or public policy/regulatory aspects of marketing communications. Topics include, but are not limited to, advertising, sales promotion, public relations, sponsorship, social networks, interactivity, and global dimensions of marketing communications. In particular, research examining advertisers' opinions and attitudes toward consumers is particularly encouraged. Papers may be theoretical, retrospective or empirical in nature. Contact the track chair for more information.

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Social Marketing

Customers make a multitude of decisions on a daily basis, some of which are detrimental to their health and their environment. This track seeks papers reporting research that increases our understanding of the means to induce behavioural change in a targeted audience on a temporary or permanent basis to achieve social goals.

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Tourism and Hospitality

Regarding the negative aspects of some tourism practices and excesses, the track will welcome proposals about how tourism managers should target and prepare tourists for the experience promoted. Priority will be on research and cases dealing with "demarketing" techniques, their legitimacy and limits, about tourism congestion and thresholds, and about education and mediating approaches that enhance tourist respect and thoughtfulness about the place visited.

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Luxury, the Arts and Wine Marketing

With a focus on experiential consumption products such as these are placed at the centre of our discipline. Yet at the same time the core focus with them is the maker's artistic and craft focus, inspiration and expressiveness – a true challenge to the marketing concept. This track seeks papers which focus on this contradiction and seek to move forward the marketing of such goods. Theoretical papers are particularly welcome but empirical research and literature reviews are also welcome.

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Distribution and Supply Chain Management

Research topics on all matters directly related to distribution and supply chain management are welcome. In particular, papers that examine the relative effectiveness of market orientation in the channel are encouraged. Topics include conflict in the channel, innovation in channels of distribution, matters related to transportation, supply-chain issues and wholesaling are also encouraged. Theoretical papers are very much appreciated but empirical research is also welcome. Contact the track chair for more information.

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Farmers Markets, Street Vending, and other (Non) Traditional Forms of Retailing

This track invites papers that explore non-store retailing activities including open air markets, farm and produce stands, festivals and art fairs, and yard sales. Many of these outlets have become well organized, sophisticated and strategically oriented. How has consumer demand fueled the increase in these forms of retailing? What impact have they had on local competition, community building, and the creation of sub-cultures? Conceptual and empirical papers regarding their retail life cycle, customer orientation, environmental consciousness and the Green Movement, legal /zoning issues, and design challenges are welcome. Cross-cultural comparisons are especially of interest as the WMC has a diverse and international membership.

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Market-Based Learning and Competitive Advantage

This track seeks papers and special session proposals on a wide range of issues that relate to different types of market-based learning and their impact on organizational efficiency and effectiveness. Potential topics include, but are not limited to, the dimensions, contingencies, and synergistic effects of organizational ambidexterity in market learning; balancing exploitation and exploration for sustained performance; alternative knowledge strategies, competitive environment and performance; strategic leadership for exploration and exploitation.

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Fashion Merchandising, Marketing and Retailing

This track invites competitive paper submissions focused on merchandising, marketing and retailing issues relevant to the apparel and textiles industry and discipline. Topics appropriate for this track include, but are not limited to, the following: consumer/purchasing behavior, consumption patterns, advertising, branding, retail atmospherics, sustainability, social responsibility, and other topics pertinent to the global trade and consumption of apparel and textile goods. Papers related to the conference theme, “The Customer is NOT Always Right: Marketing Orientations in a Dynamic Business World,” are also of interest. Qualitative, quantitative, and mixed method approaches are all encouraged.

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Emerging Markets

Emerging markets (EM) contribute over 20% to the world’s GDP. Additionally, strong growth in emerging markets even during the time of recession is paving the way of global recovery from current economic recession. This track seeks competitive papers on a broad range issues in marketing in emerging markets. Particularly, this track invites papers from emerging markets in Asia, Eastern Europe, and South America. Topics include but are not limited to: Outsourcing from EM; marketing culture in EM; cross-cultural studies examining local culture, consumer behavior, and advertisements; examining transformation of local brands into global brands in EMs; examining the local multinational firms and their management; examining the retailing, sales management, and services management practices in EMs; examining the corporate culture, business strategy and ethics in conducting business in EMs.

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Special Sessions

The provocative theme of the 2011 WMC provides an ideal opportunity for those interested in challenging and rethinking marketing's treasured and traditional precepts to submit proposals for special sessions that consider very different approaches to marketing and what it is. Rather than reconsider for the umpteenth time the tried and trusted premises such as trust and commitment; service quality and service recovery; brand personality, and export performance, the special sessions at WMC 2011 will address unusual and different aspects of marketing. Ideally, the perspectives adopted by the special sessions will not merely be from established disciplines such as economics and psychology, but also from other areas of knowledge, such as the pure sciences, medicine and information technology.

Doctoral Colloquium

Special submission alternative for doctoral students only. Papers will be presented in sessions consisting only of doctoral students. These papers do not receive critical reviews and doctoral students interested in getting some experience submitting and presenting papers are encouraged to participate.

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